

**MINUTES
KAUFMAN ECONOMIC DEVELOPMENT CORPORATION
RETREAT PLANNING SESSION
FRIDAY, APRIL 26, 2019, 8:00 A.M.- 4:00 P.M.
THE CHARTER ROOM AT GREENSLADES
111 W. MULBERRY STREET
KAUFMAN, TEXAS 75142**

ABSENT	PRESIDENT	CHARLES GILLENWATER
	VICE-PRESIDENT	BARRY RATCLIFFE
	SECRETARY/TREASURER	LISA PARKER
	MEMBER	CARL STAPP
	MEMBER	GAIL GODWIN-MASON

8:00 am Arrive & Breakfast

1. 8:30 am Team Building – Carrie Sharp Texas A&M Extension Service

Carrie Sharp, Texas A&M Extension Service, introduced herself and presented the Board with various team building exercises. After Board conducted all the exercises, Ms. Sharp explained the purpose of each and presented the answers.

Call to Order and Announce a Quorum. President Gillenwater called the meeting to order at 9:04 a.m. and declared a quorum. Board members present were Lisa Parker, Carl Stapp, and Gail Godwin-Mason. Vice-President Ratcliffe was absent. Also present was Executive Director Anne Glasscock, Assistant City Manager Mike Holder, and City Secretary Jessie Hanks.

2. 9:15 am EDC 101 Presentation – Danny Booth

Ms. Glasscock introduced Danny Booth. He asked all of the directors and staff introduced themselves. Mr. Booth further introduced himself by outlining his career history and accomplishments.

He gave a presentation on Economic Development 101. He reviewed the outline of the Texas Economic Development Corporation including the career development, resources, the organization, and legislation governing economic development. He explained the principals of economic development and how it is intended to work. He outlined the nuts and bolts of EDC laws and the legislation associated.

10:15 am Break

3. 10:30 am Retail Strategies Presentation – Lacey Beasley

Ms. Glasscock introduce Lacy Beasley, President of Retail Strategies. Ms. Beasley outlined the purpose of her company and the opportunities they can offer. She reviewed the process for obtaining new businesses. The current psychographic profile and demographics of the retail shopping community were discussed.

4. 11:30 am Discussion – Retail and the Tip Strategies Matrix

Ms. Glasscock reviewed and discussed the Retail and Tip Strategies Matrix with the Board.

12:00 pm Lunch – Team Building

5. 1:00 pm Presentation by Justin Thompson – Site Location Partnership

Ms. Glasscock introduced Justin Thompson, Chief Executive Officer with Site Location Partnership. Mr. Thompson outlined the purpose of his company and what they can offer the EDC.

6. 1:30 pm Matrix Discussion & Review

Ms. Glasscock reviewed three (3) contracts that are currently in place between the Economic Development and the Kaufman Chamber. There were discussions about the Matrix, who is responsible for each item on the matrix, and how these items are being measured to ensure they are being completed.

2:45 pm Break

7. 3:00 pm Joint EDC/Chamber Executive Board Discussion re: Chamber Contract

There was a discussion about the collaborative efforts to improve the economic development of the City of Kaufman between the Kaufman Economic Development Corporation and the Kaufman Chamber of Commerce. She reviewed the contracts EDC has utilized in the past to promote development. The potential growth for Kaufman was discussed.

ADJOURNMENT.

President Gillenwater adjourned the meeting at 7:04 p.m.

APPROVED:

ATTEST:

Charles Gillenwater, President

Lisa Parker, Secretary/Treasurer